



Persuasive Writing

with

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“Persuasive writing is a lifelong skill that students will use in their communications with colleagues, employers, public officials, and one day, their own children. We need the skill of persuasion to effect change.”

—Dr. Douglas B. Reeves, *Reason to Write* (2002)

What is persuasive writing?

“To persuade is to win someone over to your viewpoint or cause. Persuasion involves a reasoned or logical approach, in contrast to propaganda which has a more sinister connotation.”

--Gail Tompkins, Teaching Writing: Balancing Process and Product

Why is persuasive
writing an
important part of
classroom writing
instruction?

What is the
appropriate age to
begin persuasive
writing?

“How many of you consider yourselves to be experts at persuasive writing?”

“Let me ask it another way: How many of you consider yourselves to be expert persuaders?”

“Okay, I’ll ask it like this: How many of you have wanted to do something, your parents said, ‘No,’ and you were able to convince them to change their minds?”

Key Vocabulary

- Persuade
- Argument

Persuade

To convince a
reader to

Rethink a position

Take action on a particular issue

Do or believe something new

Argument

The reasons or facts the writer
uses to persuade the
reader/audience

The Art of Argument

- Arguments that appeal to the reader's logic (brain)
- Arguments that appeal to the reader's emotions (heart)
- Arguments based on the writer's expertise or credibility (experiences)

How is persuasive writing organized?

Topic Selection

Choose an appropriately debatable subject

Assume that the reader disagrees with you

Introductory/ Thesis Paragraph

Grab the attention of the audience

Introduce the topic

Clearly state your position on the topic

Body Paragraphs

- State specific Big-Idea arguments.
- Support arguments with “Tell Me More” details designed to encourage readers to change their position.
- Build arguments from least to most important.

OR

- Start with the best argument and move downward in importance/strength.

Concluding Paragraph

Summarize the topic

Restate your position

Provide readers with something to do or think about

What prewriting
plan is used for
persuasive writing?

Reading and Analyzing Persuasive Writing

Topic=

Audience =

Position =

Arguments (Big Ideas)	Tell Me More (Prove It, Explain, Support)

Conclusion =

Topic=
Audience =
Position =

Carrots: A Great Snack Food

Arguments (Big Ideas)	Tell Me More (Prove It, Explain, Support)
Tasty and easy	<ul style="list-style-type: none">Ready to eat when washedDon't need to be refrigeratedNatural sugars make them sweetAvailable in snack-size packs
Good for vision	<ul style="list-style-type: none">Have beta caroteneBody turns into vitamin A<ul style="list-style-type: none">Essential for healthy eyesWithout enough vitamin A<ul style="list-style-type: none">Children suffer vision problemsThousands of children go blind
Help body fight illness	<ul style="list-style-type: none">Phytochemicals<ul style="list-style-type: none">Help resist infectionReduce acneFight cancerHelp slow aging

Conclusion =

Reading and Analyzing Persuasive Writing

Reading and Analyzing Persuasive Writing

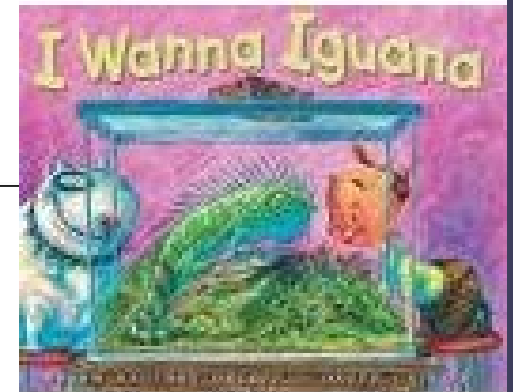
Topic=

Audience =

Position =

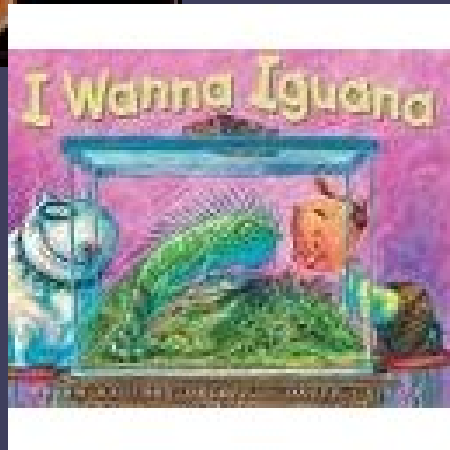
Arguments (Big Ideas)	Tell Me More (Prove It, Explain, Support)

Conclusion =



Places to find persuasive text:

- Weekly Reader magazine
- Newspaper Editorial
- Time/Newsweek Opinion Pieces
- Picture books



Next Steps...

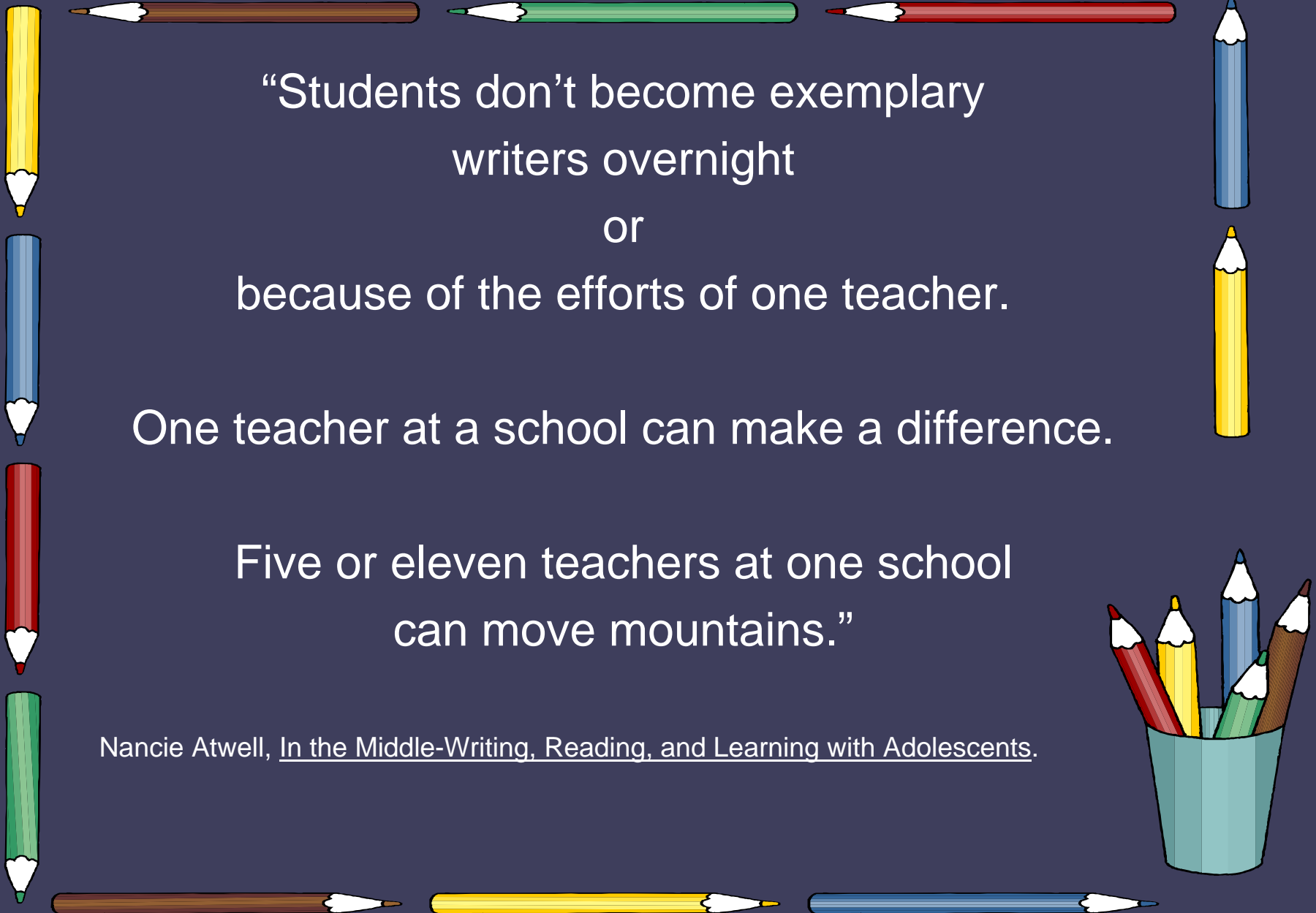
- Strong topic sentence
or
thesis paragraph
- Body paragraphs
- Strong conclusion

“Students don’t become exemplary
writers overnight
or
because of the efforts of one teacher.

One teacher at a school can make a difference.

Five or eleven teachers at one school
can move mountains.”

Nancie Atwell, *In the Middle-Writing, Reading, and Learning with Adolescents.*



Common Strategies

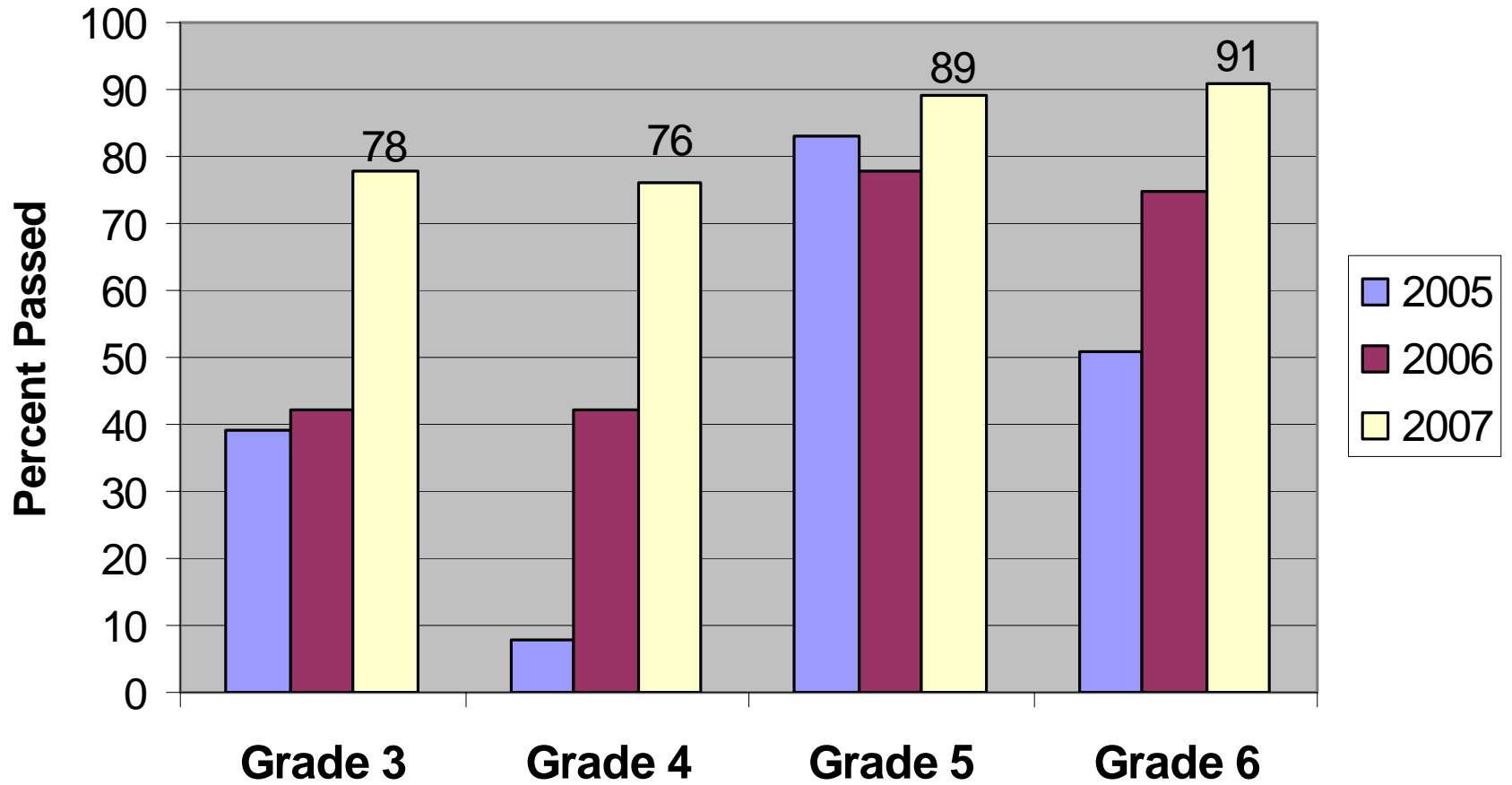
Common Language

Common Vision

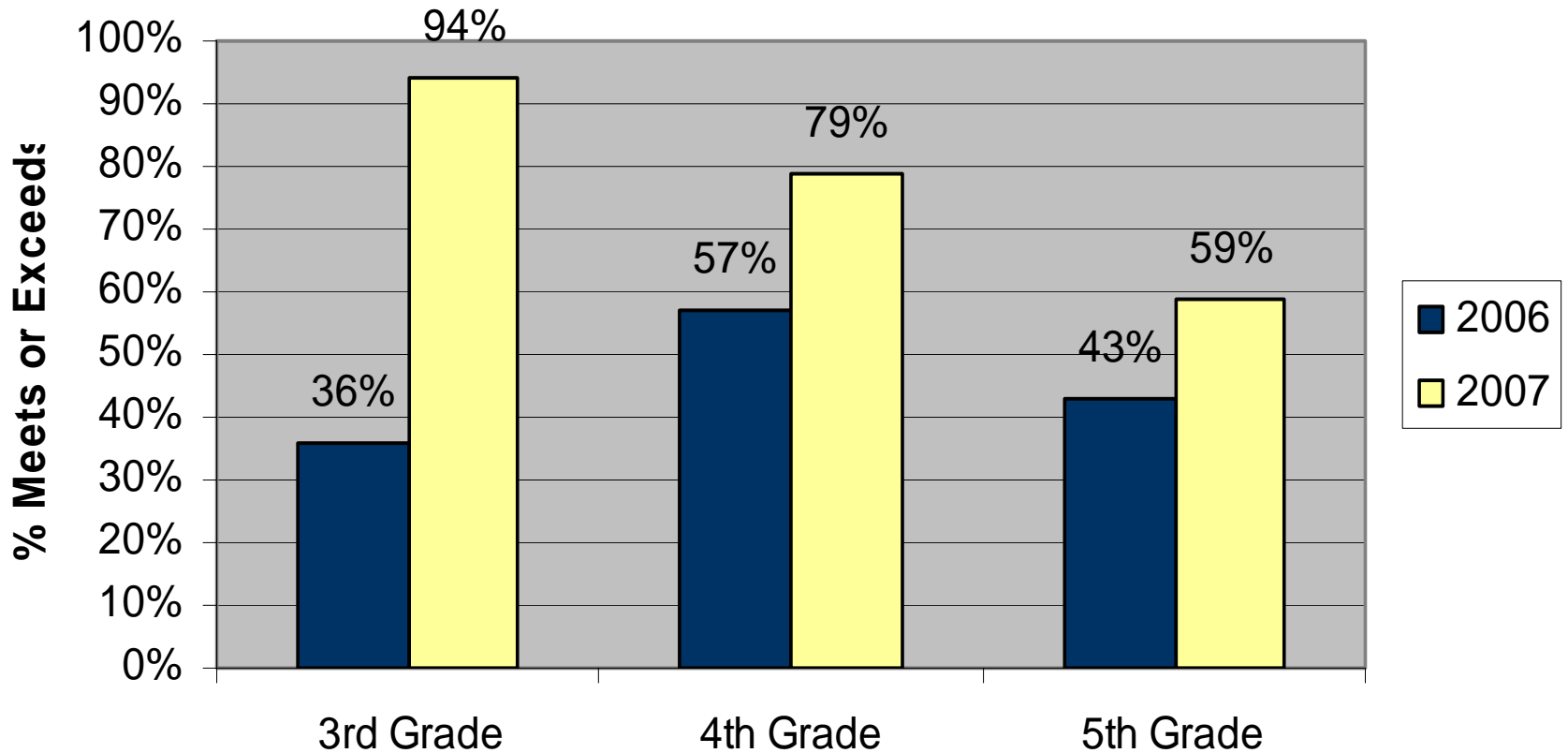
+ Explicit, Systematic Instruction

= SUCCESS

2005-2007 AIMS Writing Data, Holbrook, Arizona

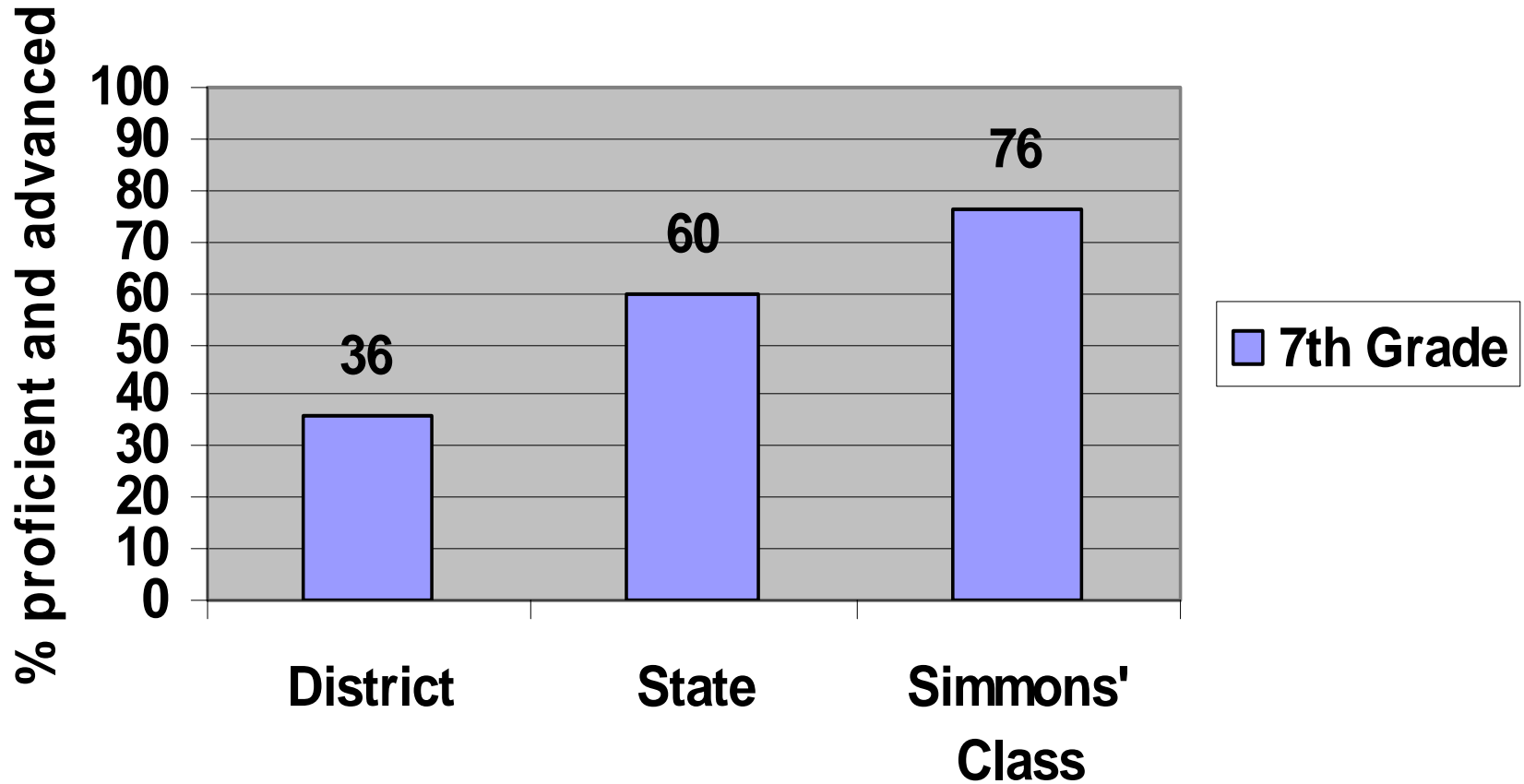


2006-2007 Writing Assessment Data Hassayampa Elementary School, Wickenburg, AZ



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